

Working Notes

**TOWN OF ROCKY HILL
ECONOMIC DEVELOPMENT COMMISSION
MEETING OF MARCH 11, 2014**

1. CALL TO ORDER

Chairwoman Marti Stiglich called the March 11, 2014 Economic Development Commission meeting to order at 6:00 p.m. in the Council Chambers of Rocky Hill Town Hall, 761 Old Main Street, Rocky Hill, CT.

Those in attendance: Vice Chairman Mark Walworth, Commissioner Christopher Duff, Commissioner Lori Kern, Commissioner Sharon Mounds and Commissioner John Roderick. Also present were: Ray Carpentino (Economic Development Director) and Pat Hughes-Walworth (Public).

The Pledge of Allegiance was recited.

Chairwoman Marti Stiglich said that the Economic Development Commission meetings are now going to be televised. She had been asked in the past why these meetings weren't televised and she was asked if she wanted these to be televised. She thought that would be a good idea. Commissioner Sharon Mounds said the last meeting of this Commission had also been televised.

2. APPROVAL OF MINUTES & WORKING NOTES

Commissioner Sharon Mounds referred to the Minutes and the section that states the members who are present at these meetings. She said that the Minutes have been listing the public also. Ray Carpentino said this is a common thing and that it has been done for all of their meetings. He said this means the members of the Commission, as well as the public. Commissioner Sharon Mounds asked if "Public" could be added to the form. Ray Carpentino said the Minute form is a standard format that had been designed by the Town for all of the Commissions to use years ago so he didn't know if he could change this format. Commissioner Sharon Mounds asked who is in charge of the form and Ray Carpentino said it is the Town Manager. Commissioner Sharon Mounds asked if a recommendation could be made to the Town Manager. Ray Carpentino suggested that "Public" be put next to the public's names instead of them changing the form. Commissioner Sharon Mounds said okay and thank you. Chairwoman Marti Stiglich said this would be okay too and she asked the Commissioners if they all agreed with doing this. The Commissioners all agreed with it.

Chairwoman Marti Stiglich asked for a motion to have the Minutes and Working Notes approved.

Vice Chairman Mark Walworth made a motion to approve the Minutes and Working Notes of the February 11, 2014 meeting of the Economic Development Commission. The motion was seconded by Commissioner Sharon Mounds and adopted unanimously.

3. PUBLIC COMMENT

Chairwoman Marti Stiglich asked if anyone from the public wished to speak at this time. No one from the public wished to speak.

4. DISCUSSION/ACTION

a. Mission Statement

Ray Carpentino said two of the Commissioners had been assigned to start working on the basics of this. He said these two Commissioners could report on this now if they were ready to or if they weren't, that was fine. He mentioned that he had just put this item on this meeting's agenda in case there was any data they wanted to get across this evening.

Commissioner John Roderick told Ray Carpentino that something had been e-mailed to him today about this and he asked him if he happened to see it. Ray Carpentino said he didn't. Commissioner John Roderick said he and Commissioner Christopher Duff had worked as "feverishly" as they could and he thought they came to a reasonable draft by trying to incorporate the ideas that everyone on this Commission had put forth, as well as each of them had done research on different approaches and from different Towns. Commissioner John Roderick said they took the input from everybody and they tried to make this concise, as well as in the spirit of acting in the best interest of this Town. He said he had a copy of this (on his cell phone) that he could pull up to read to everybody now. Chairwoman Marti Stiglich asked Commissioner John Roderick to do this so that they would get a flavor of this. Ray Carpentino asked Commissioner John Roderick if he could re-email this to him so that he could print this out now for the Commission while he was talking about it. Commissioner John Roderick said absolutely.

Commissioner Christopher Duff referred to some of the principles that he and Commissioner John Roderick had used. Commissioner Christopher Duff said they looked at a bunch of different Towns, as well as Towns in neighboring States, to see the similar approaches that they were taking. They wanted to focus on being business positive. They also wanted to look at businesses that would be good for the long term growth and character of this Town. They also highlighted how they want to be a resource for businesses that are looking to come to this Town. This wouldn't only be just for when they first move to Town but to also help businesses move forward and grow with them to help to grow the tax base.

Commissioner John Roderick read aloud and in full what he and Commissioner Christopher Duff had come up with. (Please see the First Attachment.) Chairwoman Marti Stiglich said this sounded very good to her. Vice Chairman Mark Walworth said this is concise. Chairwoman Marti Stiglich asked Commissioner Sharon Mounds if this covers all of the bases for her. Commissioner Sharon Mounds thought it was excellent just short of reading it. Commissioner

John Roderick said this was a true collaboration. Chairwoman Marti Stiglich said she thought they would want to have a copy of this in front of them and she told the Commissioners that if any of them felt that they wanted to vote on this positively then they could make this Item E. on this evening's agenda so they could come back to this, this evening. This way, every Commissioner would have a chance to look at a hard copy of it. She asked the Commissioners if they agreed with this. Commissioner John Roderick reiterated that this was just a draft and he explained some more. Chairwoman Marti Stiglich said they want to get a sense of the feel of how they will move forward with this. She asked the Commissioners if they were all in agreement that they could go forward now and they were.

b. Work Plan

Chairwoman Marti Stiglich thought they would do the same thing with this item now because Ray Carpentino needed to be present. (He was making copies of the draft for the Mission Statement at this point).

c. Visitation Program

Chairwoman Marti Stiglich said she had gone out on two visitations with Ray Carpentino since this Commission's last meeting. Chairwoman Marti Stiglich said she and Ray Carpentino had visited a company called PDQ and they also visited the Pita Group. PDQ is a manufacturing company in Rocky Hill. Chairwoman Marti Stiglich said she saw a high tech manufacturing company there and not something that they would imagine if they thought about manufacturing fifteen to twenty years ago. There are huge machines at PDQ that are operated by one individual. There are a tremendous amount of programs running into them. Parts for aircrafts are made there. PDQ is the largest manufacturer in the world for these particular parts. She said their client list, which is phenomenal, was discussed with them. They are growing "by leaps and bounds" and they are in the middle of expanding where they presently are but this will be the end of the expansion because there is no more room there for them to expand. Commissioner Sharon Mounds asked where PDQ is located. Ray Carpentino said they are located at 24 Evans Road. Chairwoman Marti Stiglich said the owner of PDQ is extremely positive about all of the help that he has gotten from Rocky Hill. The owner had no concerns or no adverse comments. Chairwoman Marti Stiglich asked the owner how he would advise any of his customers if any of them wanted to move into Rocky Hill. The owner had said that he would tell them to come in because Rocky Hill is a great place. Commissioner Sharon Mounds asked how long PDQ has been in Rocky Hill. Ray Carpentino believes that they have been in this Town since the early to mid-1980's. Commissioner Sharon Mounds asked how many employees there are there. Chairwoman Marti Stiglich said there are approximately thirty. Commissioner Sharon Mounds said that is nice. Chairwoman Marti Stiglich said they had a long discussion with the owner with regards to the pros and cons of hiring young people. She said she was very impressed and the owner is a very positive guy.

Commissioner Christopher Duff said they had discussed a zone change at this Commission's last meeting in order to allow for some more manufacturing. He asked Ray Carpentino if PDQ is the kind of business that he was thinking of that would result in the zone change. Ray Carpentino said absolutely. That business is high tech and clean manufacturing. He thinks they need

smaller shops that employ ten, twenty or thirty people. Chairwoman Marti Stiglich said she had been expecting a manufacturing firm at PDQ but they have more people who are dedicated to their quality control, which is partially automated. The owner turns over his machines approximately every three years by upgrading them and the owner has a very good business plan.

Chairwoman Marti Stiglich then referred to the Pita Group, which is a marketing company and it also does research. Ray Carpentino said they do web design. Chairwoman Marti Stiglich said they are involved in a lot of different things and they are also growing “by leaps and bounds”. They have several customers who are from out-of-State. They employ approximately twenty-one people but they are always in the market for more people as their business grows. They are very positive about being in Rocky Hill. They had started out on Glastonbury Avenue, R.H. They then moved into Hartford and came back to this Town eventually. They love it in Rocky Hill. They answered a definite “yes” when they were asked about them recommending to any of their customers about moving to Rocky Hill. Commissioner Sharon Mounds asked where the Pita Group is located. Chairwoman Marti Stiglich said they are on Cold Spring Road. Ray Carpentino said their building is right after the Bank of America. Chairwoman Marti Stiglich said she is very impressed with their operation.

Chairwoman Marti Stiglich recommended to the Commissioners that if they are interested in the next month or two in doing a visitation with Ray Carpentino that they let him know what dates and times they would be available so that he can try to work with their schedule to set something up. Chairwoman Marti Stiglich said she and Ray Carpentino had agreed at the beginning of them doing the visitations that she would ask the questions and he would do the note taking. They have a little survey that they use. Chairwoman Marti Stiglich said she has found these visitations to be very informative. She said that PDQ and the Pita Group are two diverse businesses that are doing very well in Rocky Hill and they wouldn’t think about moving. There is nothing that this Town can do differently for them.

Commissioner Lori Kern asked where they would go from here and she asked how they would move forward with a client if they are dissatisfied. Chairwoman Marti Stiglich said a dissatisfied client will say what they don’t like (i.e. traffic issues). She thinks this is why it is important for the Economic Development Commission to be there and to give them an avenue to approach the Town. She said if she hears that there is a perennial problem about something then they will need to leverage both themselves and Ray Carpentino to fix the problems. They will want to be able to ask these clients the next time they visit them if they are satisfied with what has been done. Chairwoman Marti Stiglich said there is a responsibility that is involved there. Commissioner Lori Kern asked how soon a follow-up would be. Chairwoman Marti Stiglich said this will depend on what needs to be done. She said they have to be realistic in what they can commit to. She said that at least the business owner will have a chance to talk to Ray Carpentino and to a Commission member. They can also tell this Commission what they are doing right, what they are doing wrong or what needs improvement so that they will do their level best to help them in any way they can. Ray Carpentino said if businesses have an issue that they won’t be afraid to tell them. He said the follow-up could just be a phone call back from him or they could go back to sit down with the business owner if there is something that they will need to discuss. This would be as soon as the business owner would be ready because they work around their business schedule. Chairwoman Marti Stiglich said they need to be realistic with

people and they are there to help. She explained some more and she told them that an avenue of interchange is created.

Vice Chairman Mark Walworth asked if PDQ or the Pita Group were approached about the BP II District or he asked if they have contributed to the thought of this. Chairwoman Marti Stiglich and Ray Carpentino said no. Chairwoman Marti Stiglich said one of these (the Pita Group) wouldn't be involved in that. For the other one (PDQ), they went afterwards to look at the properties that abut them to see how they could in some way convince the people who own those businesses and properties to give up a part of those if the owner would need to expand again. She told the Commission that this is something that would be down the road but that it is something they certainly would want to keep in the back of their mind because they want to keep those kinds of businesses in Rocky Hill. She mentioned the business plan that the owner of PDQ has and she was very impressed with the thought process.

Commissioner Sharon Mounds referred to the companies that were visited. She asked if either of these or if both of these received incentives from the State and/or from the Town. Chairwoman Marti Stiglich said not that she was aware of. Ray Carpentino said they don't receive incentives from the Town and he wasn't sure about the State. He didn't believe that the Pita Group does because they are marketing. Chairwoman Marti Stiglich said she didn't get the feeling that PDQ got anything from the State. Ray Carpentino said that is manufacturing so the equipment would be exempt anyways from State and local taxes. Commissioner Sharon Mounds said she was thinking more along the lines of DECD (Department of Economic and Community Development), etc. Ray Carpentino told Commissioner Sharon Mounds that they hadn't asked that but that is a good question to ask in the future. Commissioner Sharon Mounds said this should be in their survey.

Commissioner Christopher Duff asked how they decide which businesses to visit. He also asked what it is that they aren't doing that they could be doing. He mentioned how they had talked about problems that the government can solve (i.e. plowing, etc.). He asked if there is anything as far as sharing best practices or creating more of a business growth community. He explained that maybe the businesses will have creative or technical questions that the Commission may not have the answers to but they could be put in touch with someone else in the community who could solve these questions. He asked if there is anything that they are doing as far as that is concerned or if there is a different organization that they can be pointed to. Ray Carpentino said these questions are on the survey. The big issue of PDQ is keeping up with technology and software. He explained that there may be a possibility where if PDQ needed assistance that they could get a hold of him and they could be pointed to the agencies that deal with this. He then referred to Commissioner Christopher Duff's question about how they pick which businesses to visit. Ray Carpentino said with visitations that a Town will usually start with the largest employers and the largest tax base but he thinks it will be better if they do a mix. It would take them a year to get through the largest ones so they would be leaving the small ones and the midsize ones out which is something that they don't want to do. Chairwoman Marti Stiglich said she had asked for them to touch base with small, intermediate and big, as well as different retail versus service industries, etc. She wants a good mix in their first year of doing this as a team so that they will have hit a good mix of what is here in Rocky Hill when they look at this one year from now and so that they will have listened carefully and followed up on any issues that there

were. Chairwoman Marti Stiglich asked Commissioner Christopher Duff if this sounds like a plan and he said that this sounds like a good approach.

d. Town-Wide Signage Plan

Chairwoman Marti Stiglich said she had given this a little thought. She thought that she wanted to share with everyone that the business community had been met with in the last two years. She thought that she, along with the prior Chairman of this Commission, were the only ones who actually had met on a scheduled basis with the business community. She asked Commissioner Sharon Mounds to correct her if she was wrong. Commissioner Sharon Mounds asked if this was with regards to the signage group and Chairwoman Marti Stiglich said yes. Chairwoman Marti Stiglich said there also was one other person who had met with them too but he didn't stay with them too long. Ray Carpentino said that was Mike O'Toole (former Commissioner on the Economic Development Commission). Chairwoman Marti Stiglich said Mike O'Toole had attended two meetings and then he went on to other things. Chairwoman Marti Stiglich said she was trying to figure out what they would do next because she really thinks that they need to move forward in terms of what they want to do. She thinks that way finding (signage) is one of the things that they need to move forward on. This would involve them looking for money in order to do this. She explained that this would break off a piece of what they had been looking at because there is a big thing called signage but a lot of other components are involved there. She told the new Commissioners that individual store signage is controlled by Town Regulations. These are put in place by the Planning and Zoning Commission and they can only be changed by them. She would like these two aspects to go in the right directions. Her suggestion was that they authorize Ray Carpentino to look for grant money for way finding signage in Rocky Hill. They can go to the Town Council to see if they are agreeable with this if grant money can't be found.

Commissioner Sharon Mounds asked Chairwoman Marti Stiglich what the outcome of those meetings was and she asked if there was a report of any sort or if there was a summation of which way they wanted to go. Chairwoman Marti Stiglich said there wasn't really. The impression was that this "died" in terms of them having any more meetings and she asked Ray Carpentino if she was right. Ray Carpentino said the main emphasis from that group was that they wanted this Commission to look at way finding signage and regulatory signage so that a plan could be done to incorporate both of those. The regulatory end of this would be the Planning and Zoning Commission. He thought for this aspect of it that it had been discussed at another meeting about how the Economic Development Commission could talk to the Planning and Zoning Commission or send a letter to them. Chairwoman Marti Stiglich said this letter would be that the Economic Development Commission agrees that there should be a review of signage and that they agree that these groups should be met with to look at signage and zoning. Ray Carpentino said this is really part of the Plan of Conservation and Development. He referred to the way finding portion of this and he said that many Towns have done way finding plans. This would start with a group or a Committee. Way finding would be public signage and he explained some more about what this type of signage would be. This would be distinctly different from them coming up with a set of standards to base Zoning Regulations on as far as the size of the sign, the letter size and the lighting of it, etc. He said it would be extremely difficult to incorporate these two aspects into one plan. Chairwoman Marti Stiglich told

everyone that if they visit some of the historic Towns in this area then they will see what good jobs they have done with their way finding signage. Ray Carpentino mentioned Wethersfield. Chairwoman Marti Stiglich then mentioned Glastonbury and she told Ray Carpentino that she thinks they can find some grant money perhaps with any kind of luck. Ray Carpentino said that Wethersfield had tapped into historic grant money but this will be a little more difficult for Rocky Hill because Wethersfield has the largest Historic District in this State. Chairwoman Marti Stiglich said Rocky Hill has the oldest ferry in the Country and they have the Dinosaur Museum. She said this would just be how they would sell this and how the grant would be looked for. She also doesn't think this would be super expensive.

Commissioner Sharon Mounds asked if the State has a grant program for way finding signage or that type of signage because Rocky Hill has so many State referenced sites. Ray Carpentino said he didn't think that the State has a grant program but he said they have signs and he referred to the brown signs they have. Commissioner Sharon Mounds knows that the State has the signs but she asked if they ever partner with the Towns. Ray Carpentino said he would investigate this end of it with the DECD but he didn't think the State does that.

Chairwoman Marti Stiglich said she would like to show the business community that they are moving forward with this and she thought this could be done with just one motion. They want to empower Ray Carpentino to look for grant money for the way finding program and for him to create a letter for the Planning and Zoning Commission which will indicate that the Economic Development Commission has listened to the business community which would like a review of the signage. Signage is the responsibility of the Planning and Zoning Commission so Chairwoman Marti Stiglich said they can ask them if they can do that. She asked the Commissioners if this made sense.

Commissioner Christopher Duff said he was still getting up-to-speed with regards to trying to figure out which problems they are trying to solve. He asked if this would be for a business owner who would want to have a review by the Planning and Zoning Commission if they want to have a sign that wouldn't conform to what the Town's Regulations are. Chairwoman Marti Stiglich said per this Town's Charter that the Planning and Zoning Commission is responsible for any changes to that particular component for business signage. Ray Carpentino said by Statute that only the Planning and Zoning Commission can change Zoning Regulations. He explained that a group of businesses had come in and they had some issues with temporary signage, the locations of the signage and the types of it, etc. This group feels that the existing Zoning Regulations aren't adequate so they asked the Economic Development Commission to look at this and to come up with a plan to modify the Zoning Regulations so that they are more conforming to the needs of the business community. He said there are documents out there that are very technical. There are different types of requirements and standards that are put out by the National Sign Code Agency depending on the speed of a road and the location of a sign, etc. Some of the Regulations (i.e. size of the lettering) can be based on these. Commissioner Christopher Duff confirmed that the business owners would be looking for them to endorse a change of their existing standard to meet the national standard instead of having an appeals' process. Ray Carpentino said this would be the modifying of the Zoning Regulations to help the business community. Commissioner Christopher Duff confirmed that the letter that they would draft in support would be to endorse a proposed change. Chairwoman Marti Stiglich said this

would be to look at what changes can be made. She explained that the Economic Development Commission can only ask for someone to look into something and they can't tell another Commission how to run or they can't tell them what to do. She mentioned again that she feels that this needs to move forward. She remembered meeting with a group of people from the pharmacies (emergency care) last fall and one of these had flu shots. Everyone else had run out of these but that pharmacy couldn't put a big sign up stating they had flu shots because someone from the Town had come to take that sign down.

Commissioner John Roderick asked in order to clarify this for himself, if the businesses are looking for a proviso for special circumstances (i.e. for a temporary sign) or he asked if this is more for a request for a permanent change to the Regulations to allow for more flexibility. Chairwoman Marti Stiglich said the business owners are looking for a little bit of both. Commissioner John Roderick confirmed that this would be a little bit of latitude and a little bit of a change. Chairwoman Marti Stiglich said yes. She explained that there was nothing further they could have done so they had actively listened to everything. She said that all sorts of other things surface too when they meet with twenty to twenty-five business owners from Town at a round table. She said that is good but she said the two components they have just been talking about are things that they can do and that they can move forward with. She explained that this way they can focus on other issues that they may be able to help with.

Commissioner Sharon Mounds told Chairwoman Marti Stiglich that she and Mike Bocchini (former Chairman of the Economic Development Commission) had met with the business group. Commissioner Sharon Mounds thought that was unofficial because she thought they weren't going to be an official working group with them. She thinks that they need to check their Minutes again to see how they had voted or to see how that was summed up before they move forward. Chairwoman Marti Stiglich said that was a working group. Commissioner Sharon Mounds told Chairwoman Marti Stiglich that she and Mike Bocchini had volunteered for that but the Economic Development Commission at that time had voted to not necessarily meet with them. Commissioner Sharon Mounds asked Chairwoman Marti Stiglich again if she and Mike Bocchini had come out with a final report with that group or if they came out with some bullet points or anything. Chairwoman Marti Stiglich said they didn't. Commissioner Sharon Mounds told Chairwoman Marti Stiglich that maybe they need some bullet points or that she could direct them as to where they need to go. Chairwoman Marti Stiglich said they had listened actively and as far as she knew, Mike Bocchini didn't put anything out in writing. Chairwoman Marti Stiglich said again that she thinks this just "died" at some point. Ray Carpentino said the Economic Development Commission voted probably in November 2013 to authorize him to look at funding for the way finding plan, including the regulatory portion of it. He reported at their following meeting that the cost of doing this would range from \$7,000 to over \$100,000 and how these way finding signage plans really start with some type of a Way Finding Committee. He said it is also very unusual to have way finding signage in a Zoning Regulation Plan because these signages really have to be separated as they had just discussed this evening. He told them that this is where they are. Commissioner Sharon Mounds asked Chairwoman Marti Stiglich where she wants to go with this. Chairwoman Marti Stiglich said she would like to see them move forward and to authorize Ray Carpentino to look for funding for way finding, as well as for them to give a letter to the Planning and Zoning Commission like the Economic Development Commission normally does when they agree on something. Ray Carpentino said this would be a

letter from the Economic Development Commission to ask the Planning and Zoning Commission to look into possibly revising their Zoning Regulations because business people had been met with and they had an issue. Commissioner Sharon Mounds referred to the revising of the Regulations and she asked what that would be in order to do. Ray Carpentino said the business community has a zoning issue so that will have to go to the Planning and Zoning Commission. Commissioner Sharon Mounds confirmed that they are going to ask the Planning and Zoning Commission to revise the Regulations. Ray Carpentino said they are going to ask the Planning and Zoning Commission to look into revising them or for them to investigate this. Chairwoman Marti Stiglich said they had never gotten to that point in their discussions with the business community because of the simple reason that the Economic Development Commission isn't empowered to do this but the Planning and Zoning Commission is. She told the business group that if they are going to move forward with this that they are going to ask them to meet with the Planning and Zoning Commission eventually. Ray Carpentino said at that point if the Planning and Zoning Commission determines that they should look into this then they will have to have public hearings and they will have to get input. The Planning and Zoning Commission will be the ones to give technical advice as far as how big the signage can be and where it can be put, etc.

Commissioner Lori Kern asked if the new storefronts for Steve's Grinders and for the new bank there (Farmington Bank) were funded by the Town. She asked if this would be an example of this. Ray Carpentino said no. Commissioner John Roderick said an example would be if they had wanted something different from the actual signage that was authorized by the Planning and Zoning Commission and that they would have had to conform to that so that they couldn't get something outside of what they got basically. The Planning and Zoning Commission dictated how their signage should look and the format. Ray Carpentino also mentioned this would be how big the signage is and where it is located. He explained that Farmington Bank had gone into the Planning and Zoning Commission on their own with their façade and the signage because this is the look that they wanted.

Ray Carpentino said their zoning does allow for temporary signage for businesses. This would be for up to three months out of the year. This would have to be on the property and not in the State right-of-way because the State will come by and take the signs. He explained that one of the issues with the businesses is temporary signage because some of them think they need more signage and bigger signage. They want different designs and different lighting, etc.

Commissioner Christopher Duff asked Ray Carpentino how he would say that Rocky Hill's Signage Regulations compare to the neighboring Towns or to Towns that are equivalent to Rocky Hill. Commissioner Christopher Duff asked if Rocky Hill is standard or if they are off to one of the sides on this. Ray Carpentino said they have quite extensive Signage Regulations in the Zoning Regulations. He thinks these are probably equal to many other Towns that he has been in. These are probably more comprehensive and more detailed than some of the other Towns that he is familiar with. Chairwoman Marti Stiglich said she had found when she had been on the Planning and Zoning Commission for six years that they very rarely got any pushback from any people who were coming before them to build in Rocky Hill and they conformed to whatever the signage was. She thinks this is a preliminary discussion item with Kim Ricci (Town Planner) who gives guidance to them and tells them what they can or can't do.

By the time something gets to the Planning and Zoning Commission, it would be very rare that a company is looking for something different. She remembered a bank though that had wanted an entirely different thing and she explained some more about this. Ray Carpentino thinks that more of an issue would be with daily specials and products that are on sale so businesses need to advertise them. Some of the businesses are set way back off of the State roads. Chairwoman Marti Stiglich said this was one of the issues that had come up she thought, especially with the emergency care business because no one would be able to see their sign from the road if it is put in their window. Ray Carpentino said these types of issues need to be “hammered out” with the Planning and Zoning Commission.

Commissioner Sharon Mounds asked if these were small businesses. Chairwoman Marti Stiglich said many of there were small businesses and most of them were retail. She said for most of the businesses that are on Rte. 3 that people can’t see their signs unless they are right up front. Commissioner Sharon Mounds asked if these businesses advertised online. Chairwoman Marti Stiglich said some of them did. Ray Carpentino said some of these businesses had wanted banners. They can have “Grand Opening” banners but only for thirty days or a specified amount of time and then they have to take them down. He said one business that is way in the corner of a plaza had spent \$400 he thought to have a banner made up but it couldn’t be put up because it violated the Zoning Regulations so that business was upset about that. Commissioner Sharon Mounds was wondering if these were “after thought decisions” about the businesses’ signage. She sees all sorts of signs in Town (i.e. digital). She thinks they have a very liberal type of Signage Ordinance. Ray Carpentino said the flashing signs and scrolling signs in Town are very unusual and he doesn’t see these too often in other Towns he has been in. A lot of these are given by a variance. He said there has to be a Zoning Board of Appeals by State law if they have Zoning Regulations. He explained some more about this.

Vice Chairman Mark Walworth asked if he could make a motion. Chairman Marti Stiglich told Vice Chairman Mark Walworth to go ahead.

Vice Chairman Mark Walworth made a motion to have the Economic Development Director do the following: (1.) Submit a letter on behalf of the Economic Development Commission to the Planning and Zoning Commission requesting that they consider possible revisions to the signage regulations in response to some concerns expressed by local businesses and; (2.) Research possible grants to assist in funding a town-wide “way finding” signage plan. The motion was seconded by Commissioner Christopher Duff and adopted unanimously.

Before this motion was voted on, Chairwoman Marti Stiglich told the new Commissioners that when a motion is made that even if they don’t agree with it but if they second it that it will then allow them to discuss it. She told them to always feel free to do this to allow them to discuss things.

Ray Carpentino said he thinks that they want him to send a letter from the Economic Development Commission to the Planning and Zoning Commission for them to look into the Zoning Regulations and then authorize him to look into funding for the way finding signage. Commissioner Christopher Duff said they don’t need the Planning and Zoning Commission to

pursue funds for the way finding signage. Chairwoman Marti Stiglich said they would proceed to look for that themselves. Ray Carpentino said it certainly would help to have them included.

Commissioner Christopher Duff told Ray Carpentino how he had mentioned about how this is run by a Way Finding Committee a lot of times and he asked if they have to empower him to make appointments to that Committee if this would happen after the funding. Ray Carpentino said he doesn't make appointments to any Committee and this would be up to the Economic Development Commission. Commissioner Christopher Duff asked how they would proceed or he asked if they would do this after they get the funding. Chairwoman Marti Stiglich thinks they need to look to see what funding is out there and this would fall on Ray Carpentino's shoulders but she said that she would see if she could help because she is getting pretty good with this in other scenarios. Ray Carpentino said they would need to have a plan because the funding would be for them to fund a plan and not to install the signage. Commissioner Christopher Duff confirmed that the funding would be for creating the plan and he said he was worried about them asking for funds when they didn't know yet where the gaps are in their way finding. He said it sounds like this isn't their concern. Chairwoman Marti Stiglich didn't think this would be at the moment. She said if they can find out if there is a funding source out there then they can get the paperwork that will need to be filled out to see if they can get the funding and then they can look at how they can creatively, as a Committee or as a working group, come up with what their plan would be. She said this would have to be very general and she explained some more. Commissioner Sharon Mounds volunteered to work with Ray Carpentino on this because she said that she has had some experience with this. Chairwoman Marti Stiglich said this is good.

Chairwoman Marti Stiglich told them that they had a motion and they had a second. Commissioner Sharon Mounds asked them if they were ready to send the letter to the Planning and Zoning Commission. Chairwoman Marti Stiglich said she thinks that they owe this to the businesses that had met with them in the last year and a half and that had expressed great concern, etc. in order to show them that they are moving forward at least. Commissioner Sharon Mounds asked if she and Ray Carpentino should work on trying to find way finding funding first. Commissioner John Roderick said these are two parallel initiatives. One of the initiatives is that they are empowering Ray Carpentino to go to the Planning and Zoning Commission to see if there is any flexibility in the Regulations for signage for businesses to allow them a little more flexibility for temporary signage or whatever the case might be. The second initiative will be the way finding signage. Commissioner John Roderick said they have to treat these two separately and not comingle them. He said his first time perspective on the Economic Development Commission is that these are two totally separate initiatives and they don't need to be comingled. Chairwoman Marti Stiglich said her concern is that these would sink if they attempted to comingle these. Commissioner Sharon Mounds said she wants a little separation and she said this is why she was a little confused. Commissioner John Roderick told Commissioner Sharon Mounds that he thinks they are on the same page.

Chairwoman Marti Stiglich said this is one motion but it has two parts. She said they didn't need two separate motions.

At this point, the motion was voted on.

At this time, Chairwoman Marti Stiglich told the Commissioners that they had received a copy of the Mission Statement (that Commissioner Christopher Duff and Commissioner John Roderick have been working on). Vice Chairman Mark Walworth said he wants to make sure that they don't confuse "Committee" with "Commission" and he said they are a Commission. He said he had looked at the Town's website a couple of weeks ago and they didn't even have the Economic Development Commission on it. Ray Carpentino said the website is in the process of being updated. Chairwoman Marti Stiglich said the Economic Development Commission had "disappeared" when she had looked online to see what is out there because of another assignment that she had to do that had absolutely nothing to do with what they are doing here. She said the Economic Development Commission was being called a Subcommission so she left a "kind" message for the Town Manager.

Commissioner John Roderick said pending the feedback from everyone that he would review the Mission Statement and that he and Commissioner Christopher Duff can make any changes or corrections to it. They can then e-mail this to everyone.

Commissioner Sharon Mounds said she had two concerns. She referred to the first sentence and the second line in the second paragraph. She read aloud "the growth of the town, soliciting feedback" and she was wondering if they allow for feedback because she said they don't really solicit it. They allow for it here in a public forum. Commissioner John Roderick said that is true but he said one perspective they can take is that they are going out to have the "Meet and Greet" so this would be a form of solicitation. Chairwoman Marti Stiglich mentioned the visitation program and she said this is really soliciting. Commissioner Sharon Mounds said this is one aspect of this but they allow for feedback in general. Commissioner Christopher Duff said they could state "encouraging feedback" instead of soliciting and Commissioner Sharon Mounds said they could state "entertaining feedback". Commissioner John Roderick told them whatever they think a good way of phrasing this would be and he said that this is a draft. This is the first go around. Commissioner Sharon Mounds said this states "soliciting feedback from local business owners, incorporating new methodologies", etc. but she said that they didn't mention the general public or citizenry in this who would be allowed to participate or to have feedback. Commissioner John Roderick told Commissioner Sharon Mounds that she had a point. Commissioner Christopher Duff thought they tried to reference that as far as the growth and the character of the Town but he said they could more specifically call out public engagement. Commissioner John Roderick said they could do this. He mentioned that he and Commissioner Christopher Duff had a lot more detail in this but then they thought during their collaboration to take some of the over-detail out to try to make this a little more open. In the beginning, they had a lot of specificity in this. He told Commissioner Sharon Mounds to her point that they could try to wordsmith this a little bit to indicate more of a public openness. Commissioner Sharon Mounds said the public does have interaction, etc. also. Chairwoman Marti Stiglich said they don't hold public meetings. Ray Carpentino said they do hold public meetings but not public hearings. Commissioner Sharon Mounds said this was a public meeting. Chairwoman Marti Stiglich said the Economic Development Commission doesn't have public hearings. Commissioner Sharon Mounds said she had never mentioned that. Chairwoman Marti Stiglich said they have public meetings and they frequently have people who give their feedback. Commissioner Sharon Mounds referred to them soliciting feedback from the local business owners and the public. Commissioner John Roderick said right.

Chairwoman Marti Stiglich told them that they do want to come up with a Mission Statement. She asked the Commissioners if they could all please review this and for them to get back to Commissioner John Roderick and Commissioner Christopher Duff within the next few days. Ray Carpentino said they couldn't e-mail or correspond with each other because it would be an illegal meeting. He told them that they could individually correspond to him. Commissioner Christopher Duff asked if this would be over a certain amount of them or he asked if two of them would constitute a quorum. Ray Carpentino said three of them would be a quorum so two of them could interact and they could pass the information on to him. Chairwoman Marti Stiglich referred to if one of them has a recommendation. Ray Carpentino said they could e-mail that to him. He then said that they could individually e-mail and Chairwoman Marti Stiglich said they could individually e-mail to Commissioner John Roderick or to Commissioner Christopher Duff so that they can wordsmith this.

Vice Chairman Mark Walworth asked if this would require a motion. Chairwoman Marti Stiglich said it wouldn't require one.

Ray Carpentino asked if the Economic Development Commission is interested in attracting businesses because the Mission Statement doesn't state that except for in the first paragraph where it states "encourages a growing", etc. He suggested that they might want to add something about conformity to this Town's Plan of Conservation and Development because this includes a chapter on economic development. He said that the Plan of Conservation and Development drives the character of the Town.

Chairwoman Marti Stiglich started to tell the Commissioners that any of them can individually send comments to Commissioner John Roderick when Commissioner John Roderick said they could even call him or Commissioner Christopher Duff. Ray Carpentino asked if he could be copied on this or he told them that they could send e-mails to him. Commissioner Sharon Mounds said these are always the hardest things to do. Chairwoman Marti Stiglich said they are. Vice Chairman Mark Walworth said they are trying to summarize everything. Chairwoman Marti Stiglich said she would try to touch base with Commissioner John Roderick and Commissioner Christopher Duff in about a week to see if they are moving along with this and she said that this might require a separate meeting. Commissioner John Roderick said it is challenging to do this. He referred to how he had mentioned earlier about how he and Commissioner Christopher Duff had looked at quite a few Mission Statements from different Towns for their Economic Development Commissions and businesses. These ranged from pages of "ridiculous" amounts of information to Mission Statements that are two sentences long. Commissioner John Roderick thinks that they tried to find something that is in the middle. Vice Chairman Mark Walworth told them that they did a good job.

At this point, Chairwoman Marti Stiglich referred back to the item on this evening's agenda about the work plan. Ray Carpentino said this ties into the Mission Statement and into the 2001 Plan of Conservation and Development. Chairwoman Marti Stiglich said one of the things they found out is that they won't be cut off in terms of money come June 2014 provided they are showing forward motion as a Town with the Plan of Conservation and Development. Ray Carpentino said yes and he said this is important. Chairwoman Marti Stiglich said this had come from the Chairwoman of the Economic Development Subcommittee. She said she had attended

that Subcommittee's last meeting and this was one of the things that had come up because she had asked the question. She asked Ray Carpentino if he is going to need help with the work plan. Ray Carpentino said no and he said that he already has one. He said this Commission has the draft of this. He mentioned that he had synthesized a whole bunch of actions and strategies from the Plan of Conservation and Development. They are doing the visitations and they probably need to work on marketing. They will need to be involved in the Town's revising of its webpage. He said he has resources for business financing. He has an inventory of available properties that he solicits and responds to. Chairwoman Marti Stiglich asked if this Commission will take a look at the work plan once it is done and completed and if this would then go to Kim Ricci (Town Planner). Ray Carpentino said no. This work plan is a one year work plan for this Commission as far as what they want to work on this year. He explained some more. Chairwoman Marti Stiglich said she was confused and she thought this was going to go into the Plan of Conservation and Development. Ray Carpentino said the economic strategy that he had mentioned in the past is really the plan. Chairwoman Marti Stiglich said they have moved forward with the visitation but they really can't move forward with the marketing until the Town selects a new computer or she asked if they could. Ray Carpentino said they could but they are pretty limited as far as a web base marketing right now. Chairwoman Marti Stiglich said they are going to need to conform with whatever format the Town wants to come up with. Ray Carpentino said right. He said he has placed some advertisements in some industry newspapers and regional newspapers in the past. He has also placed some in *Hartford Magazine* in July and August. They also have an advertisement on the World Economic Development Alliance webpage. He told the Commissioners that he gave the work plan to them when they first got onboard and it should be somewhere in their packages. This states "draft" on it. It is a yearly one and it is taken from the chapter in the Plan of Conservation and Development. He mentioned in the past how he has talked about developing an economic development strategy which would be an economic development plan. This will hopefully be incorporated into the Plan of Conservation and Development.

Vice Chairman Mark Walworth asked Ray Carpentino if he was alluding to Section 11 (Business and Economic Development) of the Plan of Conservation and Development or he asked if there are other areas. Ray Carpentino said it would be that chapter. Vice Chairman Mark Walworth thanked Ray Carpentino.

5. DIRECTOR'S REPORT

Ray Carpentino told this Commission that they had copies of this. (Please see the Second Attachment.)

For Town Center West, the Redevelopment Agency had discussed some changes the developer is making in his plan. The developer has been dealing with the State Traffic Commission for almost one year now. The State won't approve the current plan for 144,000 square feet of commercial so a better plan has been come up with. This will cut the commercial/retail square footage down to 70,000 square feet he thinks and one bedroom, as well as two bedroom apartments, will be added. This will make this a mixed use development. He said that most of them think it will make this more marketable and it will probably be a higher end development. This will give an immediate customer base to the retail/restaurant component. This will be going

again before the Inland Wetlands Commission and the Planning and Zoning Commission in order to have those changes approved.

There is no activity on the Ames property.

Ray Carpentino referred to some economic development activities. There seems to be an issue with the Connecticut Department of Transportation in their requirements for development along Cromwell Avenue. They lost two small developments on Cromwell Avenue because of some very expensive requirements and he thinks because of some unreasonable requirements. The Connecticut Department of Transportation is looking at \$200,000 worth of signalization that a business would have to pay in a twelve month waiting period. He said this drove that type of business to another Town twice. They are going to try to meet with State Representative Tony Guerrero and the Connecticut Department of Transportation possibly to see what they can do about this. Chairwoman Marti Stiglich gave some details as to what she had recently found out along Rte. 3 on the day that the President had come to Connecticut. Commissioner Sharon Mounds asked Ray Carpentino whereabouts this was with regards to what he was just talking about. Ray Carpentino said it was near Brook Street. There are currently four different traffic signals hanging in that intersection. The property is where there is a little cape house.

There is a retail business food caterer who is currently looking to locate in Rocky Hill. Ray Carpentino said he is trying to find a space that will be reasonably priced for this caterer. Commissioner Sharon Mounds asked if this caterer would be relocating from another place. Ray Carpentino said yes. Commissioner Sharon Mounds asked if this is a successful kind of business. Ray Carpentino said yes.

A manufacturer is looking for 20,000 square feet of industrial space in the Hartford area.

Ray Carpentino said there is a request for approximately 2,000 to 3,000 square feet of medical lab space and he said that they have plenty of that. He said that he sends the inventory of available properties out to either the broker directly or to the Connecticut Economic Resource Center.

There is a 50,000 square foot manufacturer of green construction material who is looking for space.

A warehouse distribution facility is looking for acreage to build a 250,000+ square foot facility in the Hartford area. Ray Carpentino said there are 62 acres of Town property down by the Connecticut River. Commissioner John Roderick asked how big the Ames' space is. Ray Carpentino said that is 12 acres and it wouldn't be zoned for this. Commissioner John Roderick said they will find a use for that space yet.

Ray Carpentino said he is the Staff to the Open Space Land Acquisition & Farmland Preservation Subcommittee also. He works with them on the purchase of development rights and on farmland preservation activities, etc.

The STEAP (Small Town Economic Assistance Program) Grant for the artificial turf at McVicar Field will be submitted tomorrow or Thursday. The Town Council had approved this.

6. CORRESPONDENCE/DISCUSSION

Ray Carpentino said the Rocky Hill Chamber of Commerce and Farmington Bank are looking to hold a small business financing seminar at Farmington Bank in May 2014 some time. He told this Commission that he will let them know what the actual date for this is once he gets it. Commissioner Sharon Mounds asked if they have a new branch here. She was told where the location for Farmington Bank is.

Ray Carpentino said he has been talking to a consultant who used to work for Northeast Utilities and he was co-running the Economic Development Division of Northeast Utilities. This consultant used to put on all of the community builder institute seminars. He told this Commission that they could have this consultant come in maybe in May 2014 to give them a two to three hour primer on economic development, as well as on Economic Development Commissions, and how this interplays with planning. He explained some more and said this consultant is willing to do this for a nominal fee. Ray Carpentino said that he has this in his budget. Chairwoman Marti Stiglich said okay and she asked Ray Carpentino to let them know well in advance. Ray Carpentino said this would be open to anyone who would like to show up (i.e. the Economic Development Subcommittee and the Planning and Zoning Commission).

Chairwoman Marti Stiglich said she had attended the Economic Development Subcommittee's meeting last month. They requested that the Economic Development Commission have a joint meeting with them. Ray Carpentino said the Economic Development Subcommittee has invited the Economic Development Commission to attend their meeting on the first Monday in April (April 7, 2014) at 5:30 p.m. Commissioner Sharon Mounds asked what the purpose of that meeting will be. Chairwoman Marti Stiglich said she understands that the Subcommittee doesn't want to do things that this Commission is doing and they want to explain what they are doing so that they can come to a mutual understanding of who is doing what, etc. Commissioner Sharon Mounds asked if the Subcommittee is charged by the Town Charter. Chairman Marti Stiglich said they are charged by the Town Council. Commissioner Sharon Mounds confirmed that this is a Subcommittee that is appointed by the Mayor. Chairwoman Marti Stiglich said that is correct. She said some of the Commissioners might not be able to attend that meeting because it will be starting at 5:30 p.m. Ray Carpentino told this Commission that he will send out the agenda for this ahead of time. Chairwoman Marti Stiglich said she had to check her schedule because she might be out of Town then. Vice Chairman Mark Walworth said he definitely would be and he will be out of Town the first half of April. Ray Carpentino said the Subcommittee had also indicated that maybe a special meeting could take place if the Commission can't make that one. He asked the Commissioners if they could get back to him about this. He told them that he will send all of them an e-mail about this and they can respond to him.

Chairwoman Marti Stiglich said she recently had a very interesting question posed to her that had to do with something that they had all jointly sent a note to the Planning and Zoning Commission about. The question was about what Regulations are looked at when these

decisions are made. She thinks that something doesn't come before this Commission unless Ray Carpentino explains to them that this meets all of the Zoning Regulations. Chairwoman Marti Stiglich said this happened to be about Cumberland Farms. She said the only thing that this Commission will look at is if something meets the Zoning Regulations with regards to them trying to formulate a decision. She said it is almost an automatic lawsuit if something meets the Zoning Regulations and this Commission turns it down. This would put liability on the Town to have to defend this. She mentioned that an awful lot of benefits from someone who wants to build in Rocky Hill can be negotiated. She told the Commissioners that they might get this question directed to them and there is very little that the Town can do if the project meets the Zoning Regulations. She told them that they would merely be saying that they agree with the project and for the Planning and Zoning Commission to give its consideration to this. She mentioned again that this will almost be a guaranteed lawsuit if the Planning and Zoning Commission decides to not approve it. The Town would lose the lawsuits because they would be going against their own Regulations. She asked Ray Carpentino if she was correct. Ray Carpentino told Chairwoman Marti Stiglich that he thought she was.

Commissioner John Roderick asked what had happened with Cumberland Farms. Ray Carpentino said their hearing is continued. Chairwoman Marti Stiglich said that someone must have looked online and they threw this question at her. Ray Carpentino said many times that the Economic Development Commission is the sole voice of a business. He told them that they know that usually when they go to a Planning and Zoning Commission meeting that is controversial that it is packed with people who are opposed to the development and people who don't mind the development usually don't show up. He said that he invites certain developments to come in many times. The Economic Development Commission is there to look at the business end of this and not the zoning or planning end of it. The Planning and Zoning Commission looks at the zoning end of this and they can't look at the business end of it. He thinks the Economic Development Commission needs to be an advocate for a business. Chairwoman Marti Stiglich said part of their Mission Statement states that this is what they are to do. Commissioner Sharon Mounds said this Commission doesn't just advocate on the part of a business but this is also for being in the best interest of Rocky Hill, including the citizens and including the impact on housing. She said they aren't the Planning and Zoning Commission so this would be just from a layman's term for them. The Economic Development Commission is looking out for the business to be a good fit for this community and she said this is how she sees this. Chairwoman Marti Stiglich said absolutely. She said apparently the person who had come to her with the question felt that this Commission had made the wrong decision in recommending that the Planning and Zoning Commission look favorably upon this. Commissioner Sharon Mounds said maybe it was the Economic Development Commission's wording. They could have said that they had no opposition to them proceeding or continuing. Chairwoman Marti Stiglich said she thought that she would just mention this. Commissioner John Roderick referred to Ray Carpentino's point about the people who would have some discontent being more prone to showing up to protest compared to people who don't have a problem. Commissioner John Roderick referred to the adage about how people don't hear about something when they are doing it well but they hear only negative feedback when they are doing something poorly. He referred to Cumberland Farms. People are hearing that Cumberland Farms will be coming in to build a gas station and how this will be next to a residential area. He said he had the same concerns when this Commission was "mulling this over" at its meeting. He then thought that

Dunkin Donuts is there so he questioned what the difference is. No more traffic will be going through that road that is there already and he said this actually will be safer because there will be an additional lane and a stoplight. Chairwoman Marti Stiglich referred to the savings for the Town with regards to the extra lane being put in. She explained some more about this and referred to the Rte. 3 study that had been done a year and a half ago. Commissioner Sharon Mounds asked if that study was ever finalized. Ray Carpentino and Chairwoman Marti Stiglich said it was. Chairwoman Marti Stiglich said that was one of the joint meetings that this Economic Development Commission had with the Economic Development Subcommittee to listen to that presentation. Vice Chairman Mark Walworth asked if the Department of Transportation had accepted that study or if it had nothing to do with them. Chairwoman Marti Stiglich said part of the presentation that they had received had people from the Department of Transportation who actually contributed to this. Ray Carpentino said those people had sat on the Steering Committee.

Chairwoman Marti Stiglich asked the Commissioners if they had any further questions for her or for Ray Carpentino. Commissioner Christopher Duff referred to the previous conversation that they were having. He said nothing against Cumberland Farms but he didn't think that was their first choice of a development for that site. He said that he thought Ray Carpentino had voiced that at the meeting this Commission had. Commissioner Christopher Duff said they give their feedback on what comes before them. They have to deal with the reality and not with something else that may or may not be there. This is in addition to whatever the Charter of the particular Boards are. These are the rules that they would go by. Ray Carpentino said there may be a project that will come before them that a developer wants to do that doesn't comply with the zoning and they would need to change the Regulations so they might ask for support from this Commission depending on the project. Chairwoman Marti Stiglich said Cumberland Farms is within the Zoning Regulations so it will be very hard for this project to get turned down.

7. ADJOURN

Commissioner Sharon Mounds made a motion to adjourn the meeting at 7:25 p.m. The motion was seconded by Vice Chairman Mark Walworth and adopted unanimously.

Respectfully submitted,

Jo-Anne Booth
Recording Secretary